

Organ plays at 9, 11 and 4:50  
(Melody and Chimes at Noon)

WANAMAKER'S

Store Opens at 9  
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5  
Daylight-Saving Time

WANAMAKER'S

WEATHER  
Fair

# The Wanamaker Furniture Sale Grows Upon Its Service to the Individual Home—Every Home

THE GRAND DEPOT  
ENDEAVORS TO

Cheaper the various articles

DRY GOODS,  
CLOTHING

Housekeeping Goods  
BY LARGE PURCHASES,  
Large Sales and Economical  
Management.

A VISIT OF INQUIRY REQUESTED  
JOHN WANAMAKER,  
PHILADELPHIA,  
The whole Block from 13th and Market.



## This Modest Picture Shows the Two Sides

(exact size) of one of the little advertising flowers that we used to send out, perhaps fifty years ago. It was a little vest-pocket colored card, and this one came back to us through the mail from some good friend, who kept it ever since, but did not sign a name.

Please note, that small and tiny as it seems, yet it was one of the ways the foundation stones were put in, which have never been removed or changed in any particular.

Absolutely every word of it was a faithful exposition of an earnest endeavor, and absolutely every word of it is just as true and faithful today in our unchanged policy, which has made our Store twenty times better than it was when we began.

[Signed] *John Wanamaker*

August 9, 1922.

## Women's New Skirts of Soft White Silk

New from the skirtmaker, but with late-season prices on them. Please note that they are all in the pure white which most women prefer. A box and knife pleated style of crepe de chine is \$13.50. A plain sport model of fancy Canton crepe is \$15. Another box-pleated model of fancy Canton crepe is \$18.75.

(First Floor)

## Soft Duvetyn in Women's Sports Hats

They might be called semi-sports hats, as they are as good for the first dresses and suits that hint of Autumn as they are for actual sports wear.

Colors are, of course, lovely. Duvetyn speaks for that. Shapes are simple and becoming. While harmonizing colors, such as beige and tan, are mostly used with the well-liked brown, contrasting colors appear with almost everything else. A brown duvetyn hat shows tan wool embroidery and a beige facing. A beautiful hat in geranium scarlet has a navy blue velvet facing and is trimmed with navy blue stitching and designs of narrow ribbon. \$15 to \$20.

(Second Floor)

## Going—a Rackful of Women's Bolivia Coats—\$45

Light-weight bolivias, such as women need for early Autumn wearing, in Plymouth gray, rookie brown, Sorrento blue, navy and black. They are of varying lengths with ample width, their sleeves are large and they are all lined throughout.

Today their prices drop to \$45 each—a saving of \$12.50 to \$22.50.

(First Floor)

## Exquisite Glassware With a Pearly Milkiness

Truly delightful and quite new! The body of the glassware is of a lovely translucent milkiness, while the handles and feet are of plain color—jade or Delft blue. The glass has been specially treated and possesses a heat-resisting quality that makes it exceedingly practical.

What unusual and charming wedding gifts this makes! Ice tea sets, the footed glasses with convenient handles, are \$15. Plain, they are \$10. Hot tea sets, each consisting of teapot and six cups and saucers, are \$18. 9-piece footed berry sets, including sugar and cream, \$18.

(Fourth Floor)

## Women's Summer Frocks Going for \$7.50 to \$18.50

Of course, these are late-season prices—the fine quality of the dresses shows that. Nearly all the dresses are fresh, and women will buy them by twos and threes—partly to finish out this season and partly to start the next. Sizes are broken.

At \$7.50 expect washable silks, delicate colors and hand-drawn voiles, the latter in white, blue and light voiles and gingham. At \$10 are more dark, light and white voiles, plain and figured. At \$18.50 are marquisettes in

(First Floor)

## Women's Oxfords, Correct for Shore, Club and Sports

These are the oxfords that women are buying, and often wearing home right away. They are so comfortable, so serviceable, so in keeping with the rest of the garb of August that other women will be glad to know about them.

Tan calfskin blucher oxfords, with straight tips and soft toes, have brass eyelets and many decorative perforations. The soles and heels are of corrugated red rubber. \$5.50. Black calfskin oxfords, with cut-out saddle straps of tan calfskin or black patent leather, have corrugated red or black rubber soles to match, \$9.50. Blucher oxfords of white buckskin have soft toes and straight tips, with black corrugated rubber soles and flat heels, \$10.

(First Floor)

## New Fiction

"The Skyline of Spruce"  
—by Edison Marshall, author of "The Snowshoe Trail." In which the wilderness and its life are drawn with a sure and sympathetic touch. \$1.75.

"The Breath of Scandal"  
—by Edwin Balmer. A new phase of the sort of American family life which is just around the corner from all of us. \$1.90.

(Main Floor)

## A Lace Veil Renews the Old Hat

Most wonderfully, hiding its faded appearance, and adding that softening touch which almost every woman finds becoming. In black, brown, taupe, navy or a lighter blue, and in long or square shape. Priced \$1.50 to \$4.50.

(Main Floor)

## It Isn't the Cost of the Necklace That Counts

but its fitness for the toilette it completes. Individuality and taste express themselves in its choice. Some charming new ones are in blue-and-silver effect—beads of imitation lapis, alternating with silver-plated links and ornaments. The price is \$2.50.

Of special cut and high polish are new bead necklaces in blue or amethyst colorings, at \$1.75 to \$2.50.

(Main Floor)

## Fur Repairs

No better time than now to have repairs made—the new fur fashions are practically settled, so that changes made will be correct.

Telephone Rittenhouse 1000 and ask for the Fur Storage office on the Third Floor, if you do not care to come in yourself.

## It Melts in Your Mouth

Old-fashioned plaited cream mint candy, such as the Wanamaker candy kitchen makes imitatively. Children love it, and it cannot harm them. Priced 30c a pound, and always fresh.

(Main Floor and Down Stairs Store)

## A Suitcase With a Removable Tray of Fittings

It's the first time we have ever seen such a fine case at so low a price—\$27.50.

Of black cobra-grain cowhide, prettily lined with changeable poplin, the case is in 18, 20 and 22 inch sizes. Each contains an inner case, which lies flat like a tray or can be taken out entirely, making a complete little case in itself—of inestimable convenience in the dressing room of a Pullman car. 10 pieces of shell-finish toilet articles in each.

(Main Floor, Chestnut)

## Good Housekeepers Are Buying Mattresses as Never Before

They are quick to realize that this August Sale brings opportunities of the kind that should be taken advantage of fully and at once.

It includes our whole stock of mattresses, mattress materials, feather pillows and bolsters, as well as bedsprings, at a reduction of 20 per cent in most cases, one or two items being reduced just 10 per cent.

Everything points to the wisdom of buying now and buying all you are likely to need for some time.

(Sixth Floor)

## Tire Prices Punctured

Besides the Empire Cord Tires, which we are offering at the lowest prices in years, we also have tires for Ford cars at prices that mean real economy.

Empire Fabric Tires for Ford Cars, in size 30x3, are \$7.50. Tubes, \$1.25. Similar tires in size 30x3½ are \$8.50. Tubes, \$1.50. Empire Cord Tires now range from 30x3½ at \$11.75 to 37x5 at \$38.75.

Extra-heavy red tubes at savings in proportion.

All tires and tubes are new goods of first quality and fully guaranteed.

(The Gallery)

## Stiff-Cuff Shirts—Ready!

That's good news to the many men who have been waiting for them. Wanamaker shirts in every particular, in an excellent assortment of narrow stripes.

\$1.65 for stiff-cuff percale shirts.

\$2 for shirts of printed madras.

\$3 for woven madras.

(Main Floor)

## Just Arrived—First of Men's Fall and Winter Oxfords

But they're so good looking that men are going to buy them right away and have the fun of wearing them now.

At \$7.75 there's a new tan or black grain calfskin oxford with a square tip, center perforations and a new panel effect at the sides. Lines are flat, soles sturdy and heels low. Inside there is a smooth calfskin lining for comfort.

(Main Floor)

## MEN'S Irish Linen Handkerchiefs, Special at 35c—

Pure Linen with quarter-inch hemstitched hem. The size a man likes, and the quality he finds most practical for daily use. 35c each or \$3.85 a dozen.

## The Best Talcum Powder at Low Price

Larger tins of the famous Queen Mary talcum, exceptionally pure, fine and delicate, and scented in any one of the eight most desirable fragrances. Specially priced at 20c a can—which means nearly two cans for the usual price of one.

(Main Floor)

## Crepe de Chine \$2 a Yard

Lustrous, new, excellent quality and the very best shades! Beige, Neptune, porcelain blue, ivory, tan, navy, black, orchid and pink. 39 to 40 inches wide.

(First Floor)

## White Skirtings Now 50c a Yard

Only a limited number of yards and those are reduced to a half and a third less.

They are all fancy stripes, are in several designs, and mostly one yard wide.

(First Floor)

## New 22-Inch Linen Napkins, Unusual at \$6.50 a Dozen

Silver-bleached, woven for service, of pure flax, and in two floral patterns.

Will come white in a few washings.

New arrivals, marked to sell at a particularly attractive price for such good, serviceable merchandise—\$6.50 a dozen.

(First Floor)

## When One Plays Bridge

it is nice to have the many convenient accessories that add a finish to the game.

Auction bridge pads, with leather covers, in rose, blue or black, are \$1.50 and \$1.75. Pads with paper covers, that may be used as they are or as fillers, are 25c each.

Hand-painted flowers gaily adorn large black numbers for the tables, four in a set, 75c.

Brass numbers, with hand-painted designs, have pencils attached and make a complete set of four at \$2.50.

Other pencil sets, with table numbers, are \$1.25.

(Main Floor)

## The Man Who Educates Himself

"Classic" music is not to be grasped or understood at one hearing.

The average man listens to Bach or Chopin for the first time with confusion and disappointment.

He is apt to express himself emphatically on the subject of "high brow" music.

But let him listen attentively to the same composition again and again.

At each repeated hearing his ear will discover more and his understanding go deeper! Frequent listening gives him the key. Appreciation of the great classics becomes his. And the enjoyment of such music is a lifelong happiness.

Many a musically-uneducated man has begun and perfected his appreciation of good music through the possession of an

## AMPICO

Over and over again, as he sits comfortably in his easy chair of an evening, he has listened to the wonderful music of Bach, Beethoven, Chopin, Liszt, Wagner and other famous composers. Until he has found out for himself why they are famous and what the meaning really is of all this "highbrow" music, which at first seemed so meaningless to his ears.

After that, Mother and the girls are not the only ones who can enjoy the symphony concerts!

The AMPICO with its extraordinary recordings of the world's greatest music, affords as fine a musical education as a busy man could have.

To be taken at his ease, in the form of recreation, in his own comfortable chair at home!

Ask us for literature and information about the Ampico. In Philadelphia it is sold only at Wanamaker's.

(Egyptian Hall, Second Floor)

## Give Your Order Now for Blu-Mottle Soap

\$5 the Hundred in September

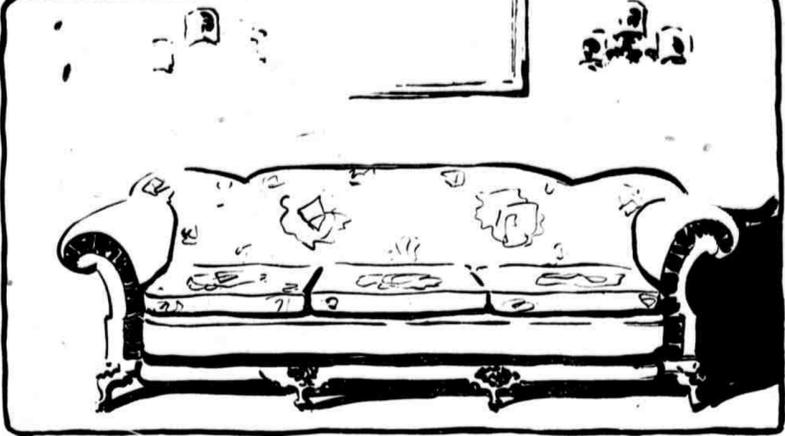
This is the famous Wanamaker laundry soap that is made with the bluing in it.

Superior to any other soap we know of for washing clothes and floors.

Convenient packages of ten, twenty-five, fifty and one hundred cakes.

Order as little or as much as you want—but it will be 5c a cake, whether you buy one or a million.

(Fourth Floor)



## UPON that basis it has become the greatest sale in the world, and upon that basis it is growing today more wonderfully than ever.

Coming with a business revival, it is setting up new landmarks in selling and service.

It is symptomatic of a whole nation thrilled by the consciousness of a new industrial awakening and a new reaching forward to greater things.

How fine it is that the new business courage, confidence and vigor with which the country has begun to vibrate should find the best kind of expression.

It is "beginning at home," that is, with the things of the home. There has never been such buying of good furniture.

We are certain that this is an instance of cause and effect, for there never was a stock of furniture so well worth choosing from as the stock that is back of this sale.

No stock ever meant so much to the individual home, your home.

And that is the main thing in a furniture sale, to meet the needs of the individual home as no other sale possibly can.

How well this unprecedented August Sale is equipped to meet your needs there is only one way of judging and that is to put it to the test.

Come in and see the goods.

No matter what kind of furniture you may require, provided it be good furniture, these stocks will enable you to visualize the supremacy of the Wanamaker Sale in quantities, qualities, varieties and values in a way that no printed words can quite equal.

(Fifth, Sixth and Seventh Floors)

## Wool Canton Crepe in Twenty New Autumn Shades

Its soft, crepe texture adapts it wonderfully well to the longer and gracefully draped gowns of the new mode. For juvenile frocks, too, it is a charming and durable fabric.

The new Autumn colorings embrace every delightful shade of blue, brown, gray, red, green, terra cotta, lavender and others, including also the extremely dark midnight blues and black. 38 inches wide, priced \$2 a yard.

(First Floor)

## MR. BUSINESS MAN Choose Anything in Office Furniture at a Saving

Our entire stock is offered in the August Sale at reductions of 10 to 50 per cent.

Not a great many things, of course, are at 50 per cent less, but there is very good choosing at savings not so high, but wonderfully worth while, especially on standard, staple goods.

Everything points to good business ahead and to the wisdom of preparing for it.

(Seventh Floor)

## August Suns Have Melted Down the Prices of Wanamaker Special Refrigerators



A whole carload of refrigerators that are built to save ice, save food and save the family health.

Solid, substantial, long lasting. The ice compartment is made of galvanized iron, the provision chamber white enamel for cleanliness and the whole refrigerator made more attractive by a grained oak finish.

75-lb. ice capacity, 33 in. long, 20 deep, 42 high \$26

125-lb. ice capacity, 36 in. long, 24 deep, 50 in. high \$35

In the same train came porcelain-lined refrigerators—the food chamber, being seamless and "cornerless," has no place for rust or dirt to gather. Priced at substantial savings.

100-lb. ice capacity, \$50  
125-lb. ice capacity, \$56  
165-lb. ice capacity, \$72

(Fourth Floor)